



Example of Manager, Marketing & Media Job Description

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Our company is growing rapidly and is hiring for a manager, marketing & media. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for manager, marketing & media

- Responsible for developing and implementing marketing, advertising and promotional strategies while managing communications between the organization and our clients
- Responsible for the coordination and in market leadership of various B 2 B industry competitions
- Intitiate and oversee external communications in collaboration with corporate comms specifically blog postings, press releases, divisional reports
- Identify key sponsorship opportunities, develop activation ideas and oversee their management
- Strategic oversight of all regional media planning and buying functions
- Act as the liaison to the company headquarters media team to ensure successful execution of national media buys in the region
- Leverage brand promotions through local media buys with promoters, media vendors, and wholesaler
- Manage day-to-day interactions with media agencies
- Communicate headquarters and local media plans to region team, including wholesaler partners
- Ensure consistent communication to all key stakeholders of existing and changing market dynamics

Qualifications for manager, marketing & media

- Must stay on trend and in the know about the latest digital marketing strategies and capabilities including social and mobile so that we can drive greater awareness, traffic and conversion
- Possesses deep passion for music
- Work with internal teams across luxury, lifestyle, aftermarket, and Original Equipment Manufacturer (OEM) executions to understand communication development needs
- Manage digital and TV assets to coordinate creative asset allocation across TV, digital, social, and retail during key activation periods